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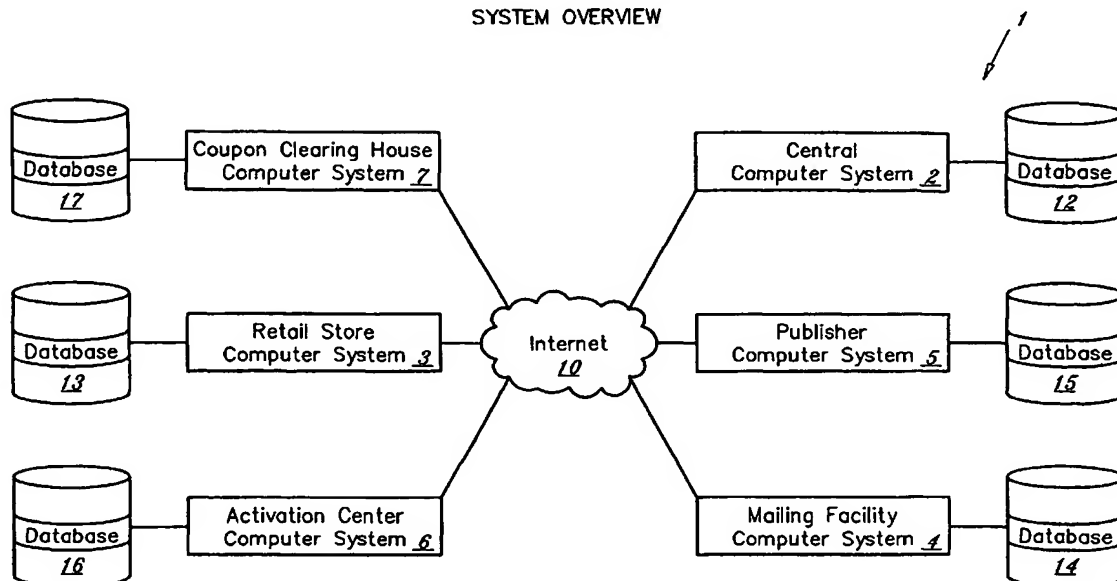
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(54) Title: TARGETED MARKETING FOR SUBSCRIPTIONS

SYSTEM OVERVIEW



(57) Abstract: A system and method for utilizing point of sale data to target individuals with invitations for magazine subscriptions. A consumer receives an invitation (501) for a magazine subscription and can purchase a magazine subscription in a retail store. When the consumer purchases a subscription at a retail store, they receive a cash incentive redeemable at the store. Consumers are made offers depending on selecting criteria (850) including purchasing a magazine or being in the top percentage of spenders.

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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60
US CL : 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EAST: POS, promotion, offer, subscription, periodical, retail

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,926,796 A (Walker et al) 20 July 1999 (20.07.1999), entire document.	1-91
Y	US 6,129,274 A (Suzuki) 10 October 2000 (10.10.2000), col. 7.	1-91

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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